

ALTRUISM, PERSONAL ASSERTION, AND PHILANTHROPIC GIVING AMONG
YOUNG THAI BUDDHIST BUSINESS PROFESSIONALS

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ABSTRACT

The current study was conducted to examine the interplay among altruism, personal assertion, philanthropic (charitable) giving, and demographic variables in young Thai Buddhist business professionals. This quantitative research is descriptive, multivariate, and correlational in design. A total of 262 participants were obtained, through convenience and criterion sampling. The research instrument consisted of three parts: Personal Information and Charitable Giving Questionnaire; Self-Report Altruism Scale (SRA); and Personal Assertion Analysis (PAA). Descriptive and inferential statistics, through SPSS, were employed in data analysis.

The results indicate significant relationships between: 1) educational attainment and the frequency of charitable giving; 2) educational attainment and the amount of charitable giving; 3) income and the amount of charitable giving—those who earn more donate less; 4) frequency of religious attendance and the frequency of charitable giving—individuals who attend religious activities give more often than those who do not; 5) frequency of religious attendance and the amount of charitable giving—those who attend religious activities more frequently give away more money; 6) altruism and the frequency of engaging in charity—those who scored higher in the altruism scale give more often than those who scored lower; 7) passive personal assertion and the frequency of engaging in charity; 8) aggressive personal assertion and the frequency of engaging in charity; and 9) assertive personal assertion and the amount of charitable/philanthropic giving.